

MEMORANDUM – CITY OF PASADENA

June 14, 2001

TO: Mayor and City Council

FROM: Cynthia J. Kurtz, City Manager

SUBJECT: SYSTEM FOR DISTRIBUTION OF EVENT TICKETS DONATED TO THE CITY TO ENABLE YOUTH IN NEED TO ATTEND N'SYNC CONCERT SCHEDULED FOR JULY 24, 2001

The following memorandum outlines:

- the general process used to distribute special event tickets donated to the City for use by children/youth in need (that is, those who would not otherwise have the resources or opportunity to purchase a ticket or attend such an event), and
- the proposed system specifically for use in distributing 1,000 donated tickets to the N'Sync Concert scheduled for July 24, 2001.

Background – General Ticket Distribution System for Pasadena Youth in Need

Generally, distribution of such tickets is managed by the Human Services, Recreation and Neighborhoods Department. HSRND staff strives to maximize access to these opportunities throughout the Pasadena community. HSRND staff uses regularly updated lists of local youth-serving agencies and organizations, to assure inclusion of a wide range of groups. When tickets are available for an event, HSRND staff first contacts City and community non-profit organizations that serve children and youth from limited income households and/or with special needs, to identify potential interest in the tickets, confirm availability, assure that the organization/group can provide transportation and adult supervision, etc. In some cases, local groups have heard about the donated tickets and contact the HSRND administration office, and they are added to the list of potential recipients. Further, staff advises local organizations likely to receive inquiries (e.g. Chamber of Commerce, various information services, libraries, etc.) that they can refer calls from youth and/or youth groups seeking donated tickets to our offices. Staff advises all interested organizations that:

- the tickets cannot be sold, raffled or otherwise be used to generate funds;
- the tickets will be donated to the group, but the responsibility for the transportation, supervision, and all activities related to attending the event is that of the recipient group/organization

HSRND staff also confirms that the group does not already have tickets to the event, or would not have resources to be purchasing event tickets.

Sample organizations staff works with include: Boys and Girls Clubs, El Centro, various neighborhood/community after school programs, YWCA, YMCA, Armenian Relief Services, several recreation and community center programs, various group homes (Hillsides, Rosemary's Cottage), Villa Parke Youth Soccer, Infinite Potential (if some seats are available in a handicap accessible area), various faith-related youth groups, and many more - - depending on the number of tickets available. As an example, attached is the distribution list for the 250 donated tickets to the N'Sync concert last June. When individuals call requesting tickets, staff encourages them to get in touch with any local school, neighborhood or other youth group in which the caller is involved, or to contact and get involved with such a group that might interest them, and to ask that group's leader to contact us about securing tickets.

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Staff tries to rotate among programs and agencies throughout the year, to assure that different children and youth get the chance to attend a special event - - which could range from Galaxy games, various Rose Bowl events, Rose Parade (grandstand seats), etc. Staff also works to spread the tickets among many agencies, depending on the total number and the grouping of the tickets (whether there are blocks of seats in sections or they are spread out in pairs throughout the venue). If staff has 100 tickets, they might be distributed in groups of 10 to 10 organizations/groups, making attendance at the event feasible in terms of adult supervision, transportation, staffing cost, etc. A representative of each organization/group signs a form upon receiving the actual tickets, confirming the tickets will be used by the youth group/organization, will not be sold or raffled, etc.

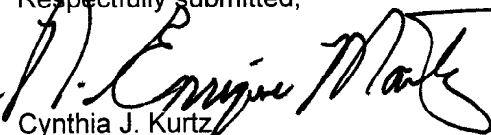
Staff encourages maximum participation by young people, so ask that enough adults go to provide good supervision BUT not more. If the tickets are donated in group numbers seated together, this works well (e.g. a block of ten seats together) - - but if the tickets are in pairs throughout the stadium, then there will be a higher number of adults among the ticket users (particularly if the children attendees are quite young).

System in Process to Distribute 1,000 Tickets to Youth in Need for N'Sync Concert of July 24, 2001.

Consistent with the process outlined above, Darryl Dunn notified HSRN Department staff of the availability of 1,000 tickets for the N'Sync Concert in July, 2001. Since that time, Rose Bowl staff and other City offices have directed inquiries regarding the availability of donated tickets to the Department Administration office (744-4386), to the attention of staff member Dianne Duncan who is coordinating this effort. Staff were recently advised that the Concert date has been finalized for July 24, 2001. Staff is now initiating contact with those who have contacted us as well as various Pasadena human service agencies (see sample list, attached) to determine potential interest by local youth groups and availability to attend (as agencies serving younger children need to arrange staff, transportation, etc.). To date, staff have received overwhelmingly positive response. Many agencies will utilize these tickets to recognize limited-income youth who have made significant efforts in such areas as self-improvement (e.g. improved school or program attendance, participation, completing homework, improved conduct/citizenship, improved academic performance/better grades, etc.), volunteer and/or other community service hours, positive leadership, and related items. Recipient organizations will, as always, be requested to sign a form (see sample, attached) accepting the terms for use of such tickets to benefit youth.

Attached is the preliminary list of agencies being contacted regarding interest in N'Sync Concert tickets for the event of July 24th. **Staff would welcome suggestions of additional agencies or organizations to contact and include in this excellent ticket distribution opportunity.** If you have any questions or would like additional information, please contact Patsy Lane, Human Services, Recreation and Neighborhoods Department Director, at 744-4386.

Respectfully submitted,

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Cynthia J. Kurtz
City Manager